Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claim 1. (currently amended): A method for fulfillment of institutional business card and stationery product orders, said method comprising the steps of:

generating a company-tailored prototypical product record comprising a template to define the placement and typography of a plurality of informational elements for printing on a company-tailored business card or stationery product;

providing a requestor interface for entry of a distributed user's print order, said requestor interface being adapted to enable the user to select and order a company-tailored business card or stationery product to be printed according to the company-tailored prototypical product record and a predeterminable profile defining content for one or more of the informational elements provided by the template; and

processing the user's print order through a processor interface, said processor interface being adapted to directly generate a pre-press product automatically incorporating said predeterminable profile into said tailored product.

Claims 2-3 (cancelled).

Claim 4. (currently amended): The method as recited in claim 1-3, wherein said template comprises tracking, kerning and text adjustment information for said specific company tailored product.

Claim 5. (original): The method as recited in claim 4, wherein said template further comprises graphics placement information for said specific company tailored product.

Claim 6. (currently amended): The method as recited in claim_1~~-3~~, wherein said ~~providing a requestor interface~~ generating a company-tailored prototypical product record step further comprises the step of_defining the plurality of informational elements, including ~~developing~~ a list of fields adapted to be filled with content defined by a plurality of predeterminable profiles ~~according to said prototypical product record, each said field comprising an element of said company tailored product's specification~~.

Claim 7. (original): The method as recited in claim 6, wherein said providing a requestor interface step further comprises the steps of:

generating a plurality of prototypical product records; and

developing said list of fields according to said plurality of prototypical product records.

Claim 8. (currently amended): The method as recited in claim 6, wherein said providing a requestor interface step further comprises the step of ~~defining~~ implementing a database ~~management system, said database management system being adapted~~ to collect and store data according to said field list.

Claim 9. (original): The method as recited in claim 8, wherein said predeterminable profile comprises at least some of said data collected according to said field list.

Claim 10. (original): The method as recited in claim 9, wherein said predeterminable profile comprises user-indicative information.

Claim 11. (original): The method as recited in claim 10, wherein said predeterminable profile further comprises company-indicative information.

Claim 12. (original): The method as recited in claim 8, wherein said predeterminable profile further comprises company-indicative information.

Claim 13. (original): The method as recited in claim 12, wherein said user interface comprises a server-side scripting environment.

Claim 14. (previously amended): The method as recited in claim 12, wherein said processing step comprises the step of merging at least a portion of said data collected according to said field list with said template of said prototypical product record to directly generate said pre-press product.

Claim 15. (original): The method as recited in claim 12, wherein said processing step comprises merging at least a portion of said data collected according to said field list with said template of said prototypical product record to directly generate said pre-press product.

Claim 16. (original): The method as recited in claim 14, wherein said pre-press product comprises a copier command set.

Claim 17. (original): The method as recited in claim 14, wherein said providing a requestor interface step further comprises the step of formulating a script, said script being adapted to automatically format said data collected according to said field list for merging said template of said prototypical product record.

Claim 18. (original): The method as recited in claim 17, wherein said processing step further comprises the step of formatting said portion of said data through said script prior to said merging with said template step.

Claim 19. (original): The method as recited in claim 17, wherein said script is further adapted to automatically import graphics data into said template of said prototypical product record according to the content of said data collected according to said field list.

Claim 20. (original): The method as recited in claim 19, wherein said processing step further comprises the step of importing graphics data into said template of said prototypical product record.

Claim 21. (new): A method for fulfillment of institutional business card and stationery product orders, the method comprising the steps of:

providing a set of printable stationery products;

customizing templates to correspond with each stationery product in the set, wherein the template defines a plurality of common and specific informational elements for printing on the stationery product, and wherein the template also defines the placement and typographical settings of the informational elements to be printed on the stationery product;

providing predefined informational content for the common informational elements of the customized templates, including for at least one of the common informational elements informational content that identifies a specific organization;

providing a requestor interface for entry of a print order by a user associated with that organization, the requestor interface being adapted to enable the user to select a stationery product from the set of printable stationery products, the requestor interface being further adapted to enable the user to define or select a profile comprising informational content for the specific informational elements of the customized templates but which denies the user any ability to define or modify one or more of the common informational elements of the customized templates; and

in response to the print order, automatically generating a pre-press product incorporating both the predefined informational content for the common informational elements of the customized templates and the informational content from the user-defined or user-selected profile.

Claim 22. (new): The method of claim 21, wherein the templates are customized for a business organization.

Claim 23. (new): The method of claim 22, wherein one of the common informational elements comprises a graphical representation of a business organization logo.

Claim 24. (new): The method of claim 23, further comprising the step of processing the user's print order by merging the defined or selected profile with the template of the selected stationery product to automatically generate the pre-press product.